INDEX
VOLUME 9, Nos. 1-4

INDEX BY AUTHOR

DUMAS, J. N.
An Approach to Public Relations Measurement ..... *Vol. 9 No. 4, p. 5*

HARDY, C. COLBURN
The Realities of Public Relations ..... *Vol. 9 No. 3, p. 21*

HIEBERT, RAY ELDON
Myths About Ivy Lee ..... *Vol. 9 No. 1, p. 7*

KOGAN, IRVING SMITH
Sharpening the Corporate Image—by Design ..... *Vol. 9 No. 4, p. 21*

KRIMEL, DONALD W.
Scanning the Professional Journals ..... *Vol. 9 No. 1, p. 22*
Vol. 9 No. 2, p. 20
Vol. 9 No. 3, p. 34
Vol. 9 No. 4, p. 36

LERBINGER, OTTO
Broadening the Base of Influence of Public Relations ..... *Vol. 9 No. 3, p. 16*

MCLAUGHLIN, JOSEPH P.
Public Relations and National Survival ..... *Vol. 9 No. 1, p. 15*
National Security vs. "The Right to Know" ..... *Vol. 9 No. 3, p. 30*

MILES, THOMAS W.
Public Relations Practice in Washington ..... *Vol. 9 No. 3, p. 7*

MILLER, ROBERT W.
In Search of a Profession ..... *Vol. 9 No. 2, p. 15*

PERRY, GLEN
The Public Relations Aspects of Automation ..... *Vol. 9 No. 2, p. 7*

RYAN, JOHN
Winning A Local Option Poll ..... *Vol. 9 No. 1, p. 33*

SCHAPPER, HENRY
Getting and Holding the Top Jobs in Public Relations ..... *Vol. 9 No. 2, p. 23*

SEIFERT, WALTER W.
Editors and Industrial Publicity ..... *Vol. 9 No. 4, p. 16*

SIMON, RAYMOND
Research & Education ..... *Vol. 9 No. 1, p. 37*
Vol. 9 No. 2, p. 39
Vol. 9 No. 3, p. 27
Vol. 9 No. 4, p. 33

TISDALL, CHARLES W.
Public Relations and Total Marketing ..... *Vol. 9 No. 2, p. 31*
The Fallacy of Total Communications ..... *Vol. 9 No. 4, p. 10*

WEDGE, BRYANT M., M. D.
Toward a Science of Transnational Communication ..... *Vol. 9 No. 1, p. 25*

WICHERTERMAN, PAUL
Editors and Industrial Publicity ..... *Vol. 9 No. 4, p. 16*

INDEX BY TITLES

Book Reviews:

Bacon's Publicity Checker ..... *Vol. 9 No. 4, p. 43*
Behavioral Sciences Today, The ..... *Vol. 9 No. 3, p. 40*
Dynamic Force of Public Relations Today ..... *Vol. 9 No. 3, p. 39*
Effective Public Relations ..... *Vol. 9 No. 4, p. 41*
Financial Public Relations ..... *Vol. 9 No. 1, p. 41*
Handbook of Consumer Motivations ..... *Vol. 9 No. 3, p. 37*
How to Succeed in Company Politics ..... *Vol. 9 No. 3, p. 40*
Human Behavior ..... *Vol. 9 No. 4, p. 40*

INDEX
VOLUME 9, Nos. 1-4

INDEX BY AUTHOR

DUMAS, J. N.
An Approach to Public Relations Measurement ..... *Vol. 9 No. 4, p. 5*

HARDY, C. COLBURN
The Realities of Public Relations ..... *Vol. 9 No. 3, p. 21*

HIEBERT, RAY ELDON
Myths About Ivy Lee ..... *Vol. 9 No. 1, p. 7*

KOGAN, IRVING SMITH
Sharpening the Corporate Image—by Design ..... *Vol. 9 No. 4, p. 21*

KRIMEL, DONALD W.
Scanning the Professional Journals ..... *Vol. 9 No. 1, p. 22*
Vol. 9 No. 2, p. 20
Vol. 9 No. 3, p. 34
Vol. 9 No. 4, p. 36

LERBINGER, OTTO
Broadening the Base of Influence of Public Relations ..... *Vol. 9 No. 3, p. 16*

MCLAUGHLIN, JOSEPH P.
Public Relations and National Survival ..... *Vol. 9 No. 1, p. 15*
National Security vs. "The Right to Know" ..... *Vol. 9 No. 3, p. 30*

MILES, THOMAS W.
Public Relations Practice in Washington ..... *Vol. 9 No. 3, p. 7*

MILLER, ROBERT W.
In Search of a Profession ..... *Vol. 9 No. 2, p. 15*

PERRY, GLEN
The Public Relations Aspects of Automation ..... *Vol. 9 No. 2, p. 7*

RYAN, JOHN
Winning A Local Option Poll ..... *Vol. 9 No. 1, p. 33*

SCHAPPER, HENRY
Getting and Holding the Top Jobs in Public Relations ..... *Vol. 9 No. 2, p. 23*

SEIFERT, WALTER W.
Editors and Industrial Publicity ..... *Vol. 9 No. 4, p. 16*

SIMON, RAYMOND
Research & Education ..... *Vol. 9 No. 1, p. 37*
Vol. 9 No. 2, p. 39
Vol. 9 No. 3, p. 27
Vol. 9 No. 4, p. 33

TISDALL, CHARLES W.
Public Relations and Total Marketing ..... *Vol. 9 No. 2, p. 31*
The Fallacy of Total Communications ..... *Vol. 9 No. 4, p. 10*

WEDGE, BRYANT M., M. D.
Toward a Science of Transnational Communication ..... *Vol. 9 No. 1, p. 25*

WICHERTERMAN, PAUL
Editors and Industrial Publicity ..... *Vol. 9 No. 4, p. 16*

INDEX BY TITLES

Book Reviews:

Bacon's Publicity Checker ..... *Vol. 9 No. 4, p. 43*
Behavioral Sciences Today, The ..... *Vol. 9 No. 3, p. 40*
Dynamic Force of Public Relations Today ..... *Vol. 9 No. 3, p. 39*
Effective Public Relations ..... *Vol. 9 No. 4, p. 41*
Financial Public Relations ..... *Vol. 9 No. 1, p. 41*
Handbook of Consumer Motivations ..... *Vol. 9 No. 3, p. 37*
How to Succeed in Company Politics ..... *Vol. 9 No. 3, p. 40*
Human Behavior ..... *Vol. 9 No. 4, p. 40*

Human Shape of Work, The ..... *Vol. 9 No. 4, p. 44*
Investor Relations ..... *Vol. 9 No. 2, p. 44*
Madison Avenue Handbook 1964, The ..... *Vol. 9 No. 1, p. 42*
Making of a Public Relations Man, The ..... *Vol. 9 No. 2, p. 42*
Nature of Public Relations ..... *Vol. 9 No. 2, p. 43*
1964 Development Advertising Reports ..... *Vol. 9 No. 4, p. 44*
PR Blue Book ..... *Vol. 9 No. 1, p. 40*
People, Society, and Mass Communications ..... *Vol. 9 No. 3, p. 38*
Practical Publicity ..... *Vol. 9 No. 4, p. 42*
Propaganda ..... *Vol. 9 No. 3, p. 40*
Publicity Media and Methods ..... *Vol. 9 No. 1, p. 42*
Public Relations and the Social Conscience ..... *Vol. 9 No. 4, p. 44*
Public Relations for Educators ..... *Vol. 9 No. 1, p. 43*
Successful Publicity in Your Business and Community Life ..... *Vol. 9 No. 2, p. 44*
U.S.A. and Its Economic Future ..... *Vol. 9 No. 4, p. 43*
When You've Lost a Job After Forty ..... *Vol. 9 No. 1, p. 43*

Articles:

An Approach to Public Relations Measurement
J. N. Dumas ..... *Vol. 9 No. 4, p. 5*
Broadening the Base of Influence of Public Relations
Otto Lerbinger ..... *Vol. 9 No. 3, p. 16*
Editors and Industrial Publicity
Paul Wichterman and Walter W. Seifert ..... *Vol. 9 No. 4, p. 16*
Fallacy of Total Communications
Charles W. Tisdall ..... *Vol. 9 No. 4, p. 10*
Getting and Holding the Top Jobs in Public Relations
Henry Schapper ..... *Vol. 9 No. 2, p. 23*
Index ..... *Vol. 9 No. 4, p. 54*
In Search of a Profession
Robert W. Miller ..... *Vol. 9 No. 2, p. 15*
Myths About Ivy Lee
Ray Eldon Hiebert ..... *Vol. 9 No. 1, p. 7*
National Security vs. "The Right To Know"
Joseph P. McLaughlin ..... *Vol. 9 No. 3, p. 30*
Public Relations and National Survival
Joseph P. McLaughlin ..... *Vol. 9 No. 1, p. 15*
Public Relations and Total Marketing
Charles W. Tisdall ..... *Vol. 9 No. 2, p. 31*
Public Relations Practice In Washington
Thomas W. Miles ..... *Vol. 9 No. 3, p. 7*
Research and Education
Raymond Simon ..... *Vol. 9 No. 1, p. 37*
Vol. 9 No. 2, p. 39
Vol. 9 No. 3, p. 27
Vol. 9 No. 4, p. 33
Scanning the Professional Journals
Donald W. Krimel ..... *Vol. 9 No. 1, p. 22*
Vol. 9 No. 2, p. 20
Vol. 9 No. 3, p. 34
Vol. 9 No. 4, p. 36
Sharpening the Corporate Image—By Design ..... *Vol. 9 No. 4, p. 21*
The Public Relations Aspects of Automation
Glen Perry ..... *Vol. 9 No. 2, p. 7*
The Realities of Public Relations
C. Colburn Hardy ..... *Vol. 9 No. 3, p. 21*
Toward a Science of Transnational Communication
Bryant M. Wedge, M. D. ..... *Vol. 9 No. 1, p. 25*